



Town of Herndon Brand

Economic Development Task Force

- *“There is momentum now for crafting a strong, unified message that businesses and residents can get behind and can be used to market the town to its businesses, residents and travelers.”*

Economic Development Task Force
Recommendation – April 2011

Brand Identity Development

- Appointment of consultant, Washington-DC based Trialogue Studio
- Appointment of Brand Advisory Committee
 - Elected Officials
 - Marketing Executives
 - Town Residents
 - Fairfax County Representative
 - HCC, HHA Representatives

Brand Identity - Research

- Materials audit
- Claritas data
- 5 focus groups
- 15+ one-on-one interviews
- Online survey – almost 400 responses
- Intercept survey – Reston Town Center

A word cloud featuring various attributes of Herndon, Virginia, arranged in a horizontal, cloud-like shape. The words are in different colors and sizes, with some oriented vertically. The attributes include: Family-friendly (large green), Multi-modal (green), Active (red), Hispanic (large blue), Small town (large purple), Proud (red), Authentic (blue), Downtown (large blue), Protective (small blue), Charming (large blue), Affordable (large green), Fairfax (purple), Great location (large orange), Divided (large red), Historic (red), Diverse (red), Business-friendly (blue), Stuck Independent (small blue), and Suck (small blue).

Next Generation Small Town

Brand Essence

Positioning Statement

A next generation small town pulses on the edge of Fairfax County. Turn off the highway and find yourself in a place that welcomes innovators, risk-takers, history seekers and family-keepers. This is where the roots of history help to grow the ideas of tomorrow.

Brand personality attributes: Focused, Open, Caring

TOWN OF
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VIRGINIA

Herndon

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CITY OF FALLS CHURCH

* No logo could be found for Sterling, VA



IT'S **on**!

IT'S 

general events/activities

ROCK 

Friday Night Live

TRY 

retail

LUNCH IS 

pop-up restaurant event

 POINT

business or government collateral

 VIEW

exhibit

come on in: welcoming/community service organizations

on track: Metro development

on the table: restaurant week

spot on cafe: train depot incubated cafe

coffee's on: incubate cafe

on now: events

on board: approvals

dream on: incubator/innovation projects

work on: public works projects

on time: rallying around completion of projects

on the tee: golf course

game on: parks and recreation

ride on: bike path

play on: parks and recreation

think on: education

on trial: pop-up retail

now on: community cultural events

on task: business and government messaging

on your side: Herndon Police/Fire

read on: library

online: technology



Business Applications



Potential Pop-up Exhibit



Incubation/Innovation Applications



Restaurant Applications



Parks & Recreation Applications



Crowd-sourcing Application



Event Promotion - shirt & poster

Next Steps

- Internal branding – website, town vehicles, signage, town operations
- Trademark and Style Guide
- Town Marketing Plan
- Outreach to businesses and organizations – integration of town brand into YOUR marketing and communications

How can your business turn it



here in Herndon?